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<b>To:</b>	Examiner Arthur D. Duran	<b>From:</b>	Diana M. Sangalli
<b>Company:</b>	USPTO Art Group 3622	<b>Date:</b>	September 30, 2008
<b>Fax:</b>	(571) 273-8300	<b>Pages:</b>	12 (including this sheet)
<b>Your Re:</b>	10/074,386	<b>Our Re:</b>	BLU.0002US
<input type="checkbox"/> <b>Urgent</b> <input type="checkbox"/> <b>For Review</b> <input type="checkbox"/> <b>Please Comment</b> <input type="checkbox"/> <b>Please Reply</b> <input type="checkbox"/> <b>Confirm Receipt</b>			

**MESSAGE:**Attorney Docket No.: BLU.0002US  
Date: September 30, 2008

DMS/njm

Applicant(s): BARRY S. MCAULIFFE, ET AL.  
Serial No.: 10/074,386  
Filing Date: February 12, 2002  
Title: MANUFACTURER INCENTIVE PROGRAM

1. Reply to Office Action.

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant:	Barry S. McAuliffe, et al.	§	Group Art Unit:	3622
		§		
Serial No.:	10/074,386	§	Examiner:	Palani P. Rathinasamy
		§		
Filed:	February 12, 2002	§		
		§		
For:	Manufacturer Incentive Program	§	Atty. Dkt. No.:	BLU.0002US
		§		
Customer No.:	21906	§	Confirmation No.:	5570

Mail Stop **Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REPLY TO OFFICE ACTION**

Dear Sir:

In response to the Office Action of June 30, 2008, please consider the following remarks.

Date of Deposit: September 30, 2008

Pursuant to Rule 1.8(a), I hereby certify that this document is being facsimile transmitted to the United States Patent and Trademark Office (Fax No. 571/273-8300) on the date indicated above.

  
Nancy Meshkoff